

### REMARKS

The present response is intended to be fully responsive to all points of objection and/or rejection raised by the Examiner and is believed to place the application in condition for allowance. Favorable reconsideration and allowance of the application is respectfully requested.

Applicants assert that the present invention is new, non-obvious and useful. Prompt consideration and allowance of the claims is respectfully requested.

### Status of Claims

Claims 614-628 are pending in the application after claims 1-613 have been withdrawn from consideration. Claims 614-628 have been rejected. Claims 614-616, 619-621, 625, 627 and 628 have been amended.

Claim 617 has been canceled without prejudice or disclaimer. In making this cancellation without prejudice, Applicants reserve all rights in these claims to file divisional and/or continuation patent applications.

New claims 629-632 have been added in order to further define what the Applicant considers to be the invention. Applicant respectfully asserts that no new matter has been added.

Applicant respectfully asserts that the amendments to the claims add no new matter.

### CLAIM REJECTIONS

#### 35 U.S.C. § 112 Rejections

In the Office Action, the Examiner rejected claim 615 under 35 U.S.C. § 112, second paragraph, because there is allegedly insufficient antecedent basis for the use of the term "user-interface card" in the claim.

Claim 614, has been amended to overcome the antecedent basis deficiency noted by the Examiner. It is respectfully asserted that the foregoing amendments merely address

matters of form and do not change the literal scope of the claim in any way or result in any prosecution history estoppel.

Applicant respectfully asserts that these amendments render claim 615 proper under 35 USC 112 and requests that the rejections be withdrawn.

### 35 U.S.C. § 102 Rejections

In the Office Action, the Examiner rejected claims 614-628 under 35 U.S.C. § 102(b), as being anticipated by August et al. (US Public. no. 2002/0143638). Applicant respectfully traverses these rejections due to the fact that the cited reference does not teach nor suggest all the claim limitations of either independent claims 614, 619, 625, 627 or 628. More specifically:

Independent claims 614, 619, 625, 627 and 628, respectively, recite (after amendments):

614. (Currently Amended) "A user-interface card for triggering a server to effect a selected transaction via an intermediary communications device, ~~for relaying information relating to the selected transaction to the server, said transaction being one of a plurality of transactions,~~ said user-interface card comprising:

a circuit board defining a plurality of user-actuable contact buttons locations and housed within a pair of substrates, at least one of which is printed on a surface thereof so as to portray present application-specific visual graphics, each visual graphic depicting a respective transaction, and each visual graphic being proximate a respective one of the user-actuable contact buttons locations;

a plurality of information modules each relating to a selected transaction, subset of said plurality of transactions and displaying visual information uniquely depicting a respective transaction in said subset, each information module being operative to actuate a respective transaction on said server, in response to actuation of a pre-determined contact button defined upon said user interface card;

an encoder coupled to each of the information modules for generating a signal encoding information uniquely identifying the user interface card and an actuated information module thereof so as to identify to the server which of said plurality of transactions is selected; and

a transmitter coupled to the encoder for transmitting said signal to the intermediary communications device;

wherein, after communication with a server is initiated by a user, via said intermediary communications device, and after actuation of one of said contact buttons defined upon said user interface card, said encoder and said transmitter are adapted to relay information relating to the selected transaction to the server, via said intermediary communication device, to effect the server to perform a selected transaction."

619. (Currently Amended) "A server for effecting a selected transaction in response to a request triggered by a user-interface card upon user-actuation of a selected one of a plurality of information modules retained in said card, each of said information modules relating to a subset of a plurality of transactions and conveyed to the server via an intermediary communications device, said transaction being one of a plurality of transactions, said server comprising:

a first communications interface configured for establishing communication with the intermediary communications device and being adapted to receive therefrom a signal encoding information uniquely identifying the user interface card and an actuated information module thereof so as to identify to the server which of said plurality of transactions is selected,

a decoder coupled to the first communications interface for decoding said signal conveyed by the intermediary communications device to determine the identity of the user interface card and the selected information module,

a management module coupled to the decoder and being responsive to the identity of the user interface card and the selected information module for accessing a database for determining user entitlement associated with the selected transaction, and

a second communications interface coupled to the management module for conveying data relating to a transaction to which the user is entitled."

625. (Currently Amended) "A method for effecting a selected transaction in response to a request triggered by a user-interface card upon user-actuation of a selected one of a plurality of information modules retained in said card, each of said information modules relating to a

subset of a plurality of transactions and conveyed to the server via an intermediary communications device, said transaction being one of a plurality of transactions, said method comprising:

receiving from the intermediary communications device a signal encoding information uniquely identifying the user interface and an actuated information module thereof so as to identify to the server which of said plurality of transactions is selected;

decoding said signal to determine an identity of the user interface and the selected information module,

accessing a database for determining user entitlement associated with the selected transaction; and

conveying data relating to a transaction to which the user is entitled."

627. (Currently Amended) "A program storage device readable by machine, tangibly embodying a program of instructions executable by the machine to perform a method for effecting a selected transaction in response to a request triggered by a user-interface card upon user-actuation of a selected one of a plurality of information modules retained in said card, each of said information modules relating to a subset of a plurality of transactions and conveyed to the server via an intermediary communications device, said transaction being one of a plurality of transactions, said method comprising:

receiving from the intermediary communications device a signal encoding information uniquely identifying the user interface card and an actuated information module thereof so as to identify to the server which of said plurality of transactions is selected;

decoding said signal to determine an identity of the user interface card and the selected information module;

accessing a database for determining user entitlement associated with the selected transaction; and

conveying data relating to a transaction to which the user is entitled."

628. (Currently Amended) "A computer program product comprising a computer useable

medium having computer readable program code embodied therein for effecting a selected transaction in response to a request triggered by a user-interface card upon user-actuation of a selected one of a plurality of information modules retained in said card, each of said information modules relating to a subset of a plurality of transactions and conveyed to the server via an intermediary communications device, said transaction being one of a plurality of transactions, said computer program product comprising:

computer readable program code for causing the computer to receive from the intermediary communications device a signal encoding information uniquely identifying the user interface card and an actuated information module thereof so as to identify to the server which of said plurality of transactions is selected,

computer readable program code for causing the computer to decode said signal to determine an identity of the user interface card and the selected information module,

computer readable program code for causing the computer to access a database for determining user entitlement associated with the selected transaction, and

computer readable program code for causing the computer to convey data relating to a transaction to which the user is entitled."

Whereas, the cited reference generally teaches:

"A method and apparatus are described for providing a wireless system for placing orders at a vendor transaction facility, for example, a fast food restaurant. A local temporary communications link is established between a personal communications device carried by a customer and a vendor transaction facility and customer ordering is done over the communications link before the customer reaches the vendor facility, so that an order is placed and a transaction completed before the customer reaches the vendor facility. As a result, only order fulfillment is necessary when the customer reaches the vendor facility."  
(Abstract)

As is well established, in order to successfully assert a prima facie case of anticipation, the Examiner must provide a single prior art document that includes every element and limitation of the claim or claims being rejected. Applicant respectfully asserts

that the Examiner has failed to establish a prima facie case of anticipation, as the cited reference does not teach nor suggest every element and limitation of the independent claims being rejected. More specifically, the Applicant would like to point out to the Examiner that the cited reference teaches "...*The temporary wireless communication link which is established between the customer and vendor transaction facility permits the vendor to provide a menu of items or services for selection by the customer, customer selection of desired items or services, and payment transaction processing between the customer and vendor...*" (Paragraph [0004]) while independent claim 614 recites in part "...*a circuit board defining a plurality of user-actuable contact buttons... each information module being operative to actuate a respective transaction on said server, in response to actuation of a predetermined contact button defined upon said user interface card...*". As shown, the cited reference teaches a system and method for enabling the customer to select a transaction from a menu or list provided to him by the vendor, at the vendor's own discretion, whereas, claim 614 recites a card which actuates a transaction in response to actuation of one of a plurality of predetermined contact buttons, each associated to one of a plurality of predetermined transactions.

In addition, independent claim 619 recites "... selected one of a plurality of information modules retained in said card, each of said information modules relating to a subset of a plurality of transactions...conveying data relating to a transaction to which the user is entitled.". As shown, this limitation of a plurality of information modules, each relating to one of a plurality of transactions, is not covered by the cited reference. Independent claims 625, 627 and 628 recite the same limitation exactly.

In conclusion, the cited reference teaches away from the present invention by focusing its teachings specifically on making customer/vendor transactions more efficient, while the present invention claims a method and device aimed at supplying a customer with one or more predetermined transactions, which are stored on the pre-purchased card.

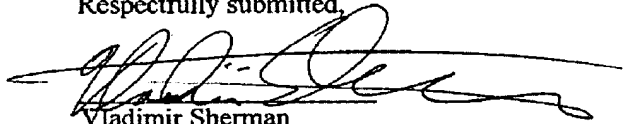
Applicant respectfully asserts that these clarifications render independent claims 614, 619, 625, 627 and 628, and all claims dependent upon them, proper under 35 USC 102 and requests reconsideration and withdrawal of the rejections of claims 614-628.

Applicant notes that none of the amendments to the claims herein are in response to the above discussed prior art rejections.

In view of the foregoing amendments and remarks, the pending claims are considered to be allowable. Their favorable reconsideration and allowance is respectfully requested.

Should the Examiner have any question or comment as to the form, content or entry of this Amendment, the Examiner is requested to contact the undersigned at the telephone number below. Similarly, if there are any further issues yet to be resolved to advance the prosecution of this application to issue, the Examiner is requested to telephone the undersigned counsel.

Respectfully submitted,



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